

S&G Information Request Staff

From: marisa.roseberry@idph.iowa.gov on behalf of OpenRecords, IDPH
<idphopenrecords@idph.iowa.gov>
Sent: Thursday, March 18, 2021 4:55 PM
To: S&G Information Request Staff
Cc: Sarah Ekstrand
Subject: Re: Public Record Request - Siri & Glimstad LLP

The following [Google Drive folder](#) contains the requested records. Please click on the link to request access to the folder.

----- Forwarded message -----

The following request was submitted through the Iowa Open Records Record Request Website. We have notified them that the record they are requesting is owned by DPH and they will hear back directly from DPH. Can you please respond?

Thank you in advance for the help.

Good afternoon,

Please provide the following:

All emails sent or received by Polly Carter-Kim between January 1, 2018 and the date the search is conducted that include “@adcouncil.org” in any portion of an email address in the to, from, cc, and/or bcc fields or in the body of the email.

foia@sirillp.com

200 Park Avenue 17th Floor, New York, NY 10017
2125321091
Siri & Glimstad LLP

--



Dawn M. Connet

Pronouns: She/Her/Hers

eGovernment Services Coordinator

200 E. Grand Avenue | Des Moines, IA 50309

515-201-9781

ocio.iowa.gov



--

Marisa Roseberry, MPA

Bureau Chief | Bureau of Public Health Performance | Iowa Department of Public Health | 321 East 12th Street Des Moines, IA 50319 | C: 515.322-1925 | marisa.roseberry@idph.iowa.gov

Protecting and Improving the Health of Iowans

--

Open Records
Iowa Department of Public Health

Protecting and improving the health of Iowans

This email message and its attachments may contain confidential information that is exempt from disclosure under Iowa Code chapters 22, 139A, and other applicable law. Confidential information is for the sole use of the intended recipient. If you believe that you have received this transmission in error, please reply to the sender, and then delete all copies of this message and any attachments. If you are not the intended recipient, you are hereby notified that any review, use, retention, dissemination, distribution, or copying of this message is strictly prohibited by law.

Subject: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:04:44 +0000
From: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
To: "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

Greetings members of the Conference Advisory Board,
I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's BIG (Big) conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding Big (Big Action) Big (Big Impact)

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:32:56 +0000
From: Gary Kreps <gkreps@gmu.edu>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B!G (Bs conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Thu, 31 May 2018 12:39:12 +0000
From: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
To: Tony Foleno <TFoleno@AdCouncil.org>, "Parvanta, Claudia" <cparvanta@health.usf.edu>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

Thank you all for the great feedback. If you haven't shared your thoughts, please let us hear from you.

From: Tony Foleno <TFoleno@AdCouncil.org>
Sent: Tuesday, May 29, 2018 8:27 PM
To: Parvanta, Claudia <cparvanta@health.usf.edu>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well said Claudia.

"Turning Insights Into Impact" sounds good to me, or even shortening to "Insights Into Impact". Even though it was I who originally suggested "Aiming for Impact" ... ndhard feelings *
Thanks Dawn for soliciting input.

Tony Foleno
SVP, Strategy & Evaluation
The Ad Council
815 Second Avenue, 9th floor | New York, NY 10017
P: (212) 984-1904
E: tfoleno@adcouncil.org | www.adcouncil.org
Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

From: Parvanta, Claudia [<mailto:cparvanta@health.usf.edu>]
Sent: Tuesday, May 29, 2018 6:30 PM
To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C .

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>

Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen's suggested reframing of "Turning Insights into Impact" as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fgv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "j. ay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C.

From: Glen JNowak [<mailto:gnowak@uga.edu>]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@ustin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@ustin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding ?Action?Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:19:19 +0000
From: Shelly Spoeth <shelly.spoeth@porternovelli.com>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

I agree. #1 is my preference, as well. Wondered if it should be Aim for Impact, but it seems Aiming insinuates we are still trying to get there, which is what I think we are saying.

Thanks,
Shelly

From: Griffin, Dawn (CDC/OD/OADC) [mailto:fqv3@cdc.gov]
Sent: Tuesday, May 29, 2018 3:05 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; Shelly Spoeth <shelly.spoeth@porternovelli.com>; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B !G (B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aimingfor Impact
- 2) Understanding \$B "*" (B A ction\$B "*" (B Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

----- This email is intended only for the person or entity to which it is addressed and may contain information that is privileged, confidential or otherwise protected from disclosure. Dissemination, distribution or copying of this email or the information herein by anyone other than the intended recipient, or an employee or agent responsible for delivering the message to the intended recipient, is prohibited. If you have received this email in error or would like not to receive future emails from Porter Novelli, please immediately notify us by forwarding this email to PostMaster@PorterNovelli.com

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 21:59:40 +0000
From: "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>
To: "Parvanta, Claudia" <cparvanta@health.usf.edu>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>

Thanks, Dawn for allowing for input. I am chiming in to express favor for **Glen's suggested reframing of "Turning Insights into Impact"** as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C.

From: Glen JNowak [mailto:gnowak@uga.edu]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our

profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@ustin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@ustin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding ?Action?Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 22:29:54 +0000
From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
To: "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C.

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>
Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for **Glen \$B!G (Bs suggested reframing of \$B!H (BTurning Insights into Impact \$B!! (B as I feel it captures the spirit both suggestions convey.**

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary \$B!G (Bs distaste for impact and mine for aiming how about just \$B!H (Blnsights to Impact \$B!! (B which could be graphically represented to suggest the vector. C.

From: Glen J Nowak [mailto:gnowak@uga.edu]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C (CDC/OD/OMHHE) <l1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu,

Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B!G (B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:18:41 +0000
From: "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "lespino@nphic.org" <lespino@nphic.org>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "gnowak@uga.edu" <gnowak@uga.edu>

Aiming for Impact is my first choice.

Leandris

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Date: May 29, 2018 at 3:04:45 PM EDT
To: cparvanta@health.usf.edu <cparvanta@health.usf.edu>, jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>, Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>, gnowak@uga.edu <gnowak@uga.edu>, shelly.spoeth@porternovelli.com <shelly.spoeth@porternovelli.com>, lespino@nphic.org <lespino@nphic.org>, Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>, gkreps@gmu.edu <gkreps@gmu.edu>, Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>, TFoleno@AdCouncil.org <TFoleno@AdCouncil.org>, TerrySavage@westat.com <TerrySavage@westat.com>, Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>, Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>, Polly.Carver-Kimm@idph.iowa.gov <Polly.Carver-Kimm@idph.iowa.gov>
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's BIG (Big conference). With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding Big's (Big Action Big's) (Big Impact)

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129*

Fax: 404.728.8190

Cell:404.388.0849

Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Tue, 19 Jun 2018 21:13:58 +0000
From: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
To: Tony Foleno <TFoleno@AdCouncil.org>, "Parvanta, Claudia" <cparvanta@health.usf.edu>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

Happy Tuesday All!

Revisiting the theme discussion and announcing "last call" for suggestions. Just to recap...we started with 2 and now have 4. Are there any other suggestions?

- 1) Aiming for Impact
- 2) Understanding ?Action?Impact
- 3) Turning Insights into Impact
- 4) Insights into Impact

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Tony Foleno <TFoleno@AdCouncil.org>
Sent: Tuesday, May 29, 2018 8:27 PM
To: Parvanta, Claudia <cparvanta@health.usf.edu>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well said Claudia.

"Turning Insights Into Impact" sounds good to me, or even shortening to "Insights Into Impact". Even though it was I who originally suggested "Aiming for Impact" ... nchard feelings "

Thanks Dawn for soliciting input.

Tony Foleno
SVP, Strategy & Evaluation
The Ad Council
815 Second Avenue, 9th floor | New York, NY 10017
P: [\(212\) 984-1904](tel:2129841904)
E: tfoleno@adcouncil.org | www.adcouncil.org
Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

From: Parvanta, Claudia [<mailto:cparvanta@health.usf.edu>]

Sent: Tuesday, May 29, 2018 6:30 PM

To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>;

Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>

Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony

Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE)

<lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>;

Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: Re: Feedback Needed: 2018 Conference Theme

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C .

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>

Sent: Tuesday, May 29, 2018 5:59 PM

To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)

Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org;

Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com;

Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen's suggested **reframing of "Turning Insights into Impact"** as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>

Date: Tuesday, May 29, 2018 at 4:19 PM

To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com> ,

"Griffin, Dawn (CDC/OD/OADC)" <fgv3@CDC.GOV>

Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "'jay. edu'" <jay.bernhardt@austin.utexas.edu> ,

Laura Espino <lespino@nphic.org> , "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org> ,

"Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com> , "Johnson, Lenora

(NIH/NHLBI)[E]" <johnslen@mail.nih.gov> , "Liburd, Leandris C. (CDC/OD/OMHHE)"

<lel1@CDC.GOV> , "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com> ,

Mark Weber <Mark.Weber@hhs.gov> , "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov> ,

"Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>

Subject: RE :Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C .

From: Glen JNowak [<mailto:gnowak@uga.edu>]

Sent: Tuesday, May 29, 2018 3:58 PM

To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)

Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org;

Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE);

Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov;

Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>

Sent: Tuesday, May 29, 2018 3:52:16 PM

To: Griffin, Dawn (CDC/OD/OADC)

Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage

Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>

Sent: Tuesday, May 29, 2018 3:33 PM

To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, May 29, 2018 3:04 PM

To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org;

Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 5) Aiming for Impact
- 6) Understanding ?Action?Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:57:31 +0000
From: Glen J Nowak <gnowak@uga.edu>
To: Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary \$BIG (Bs point, I think that the word influence may inadvertently convey the message that what we do isn \$BIG (Bt evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It **always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence**

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University

4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org;
Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C.
(CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com;
Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu,
Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B!G (B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:19:19 +0000
From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

I prefer 1 in terms of its cleanliness, but with the current climate, it sounds a little militaristic. So, my vote is for number 2 because of that.

From: Griffin, Dawn (CDC/OD/OADC) [mailto:fqv3@cdc.gov]
Sent: Tuesday, May 29, 2018 3:05 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's BIG (B) conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B "*" (B) Action \$B "*" (B) Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 19 Jun 2018 22:04:27 +0000
From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>, Tony Folen
<TFoleno@AdCouncil.org>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

If something cool can be done graphically with 4, I like it best. C.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, June 19, 2018 5:13:58 PM
To: Tony Folen; Parvanta, Claudia; Johnson, Lenora (NIH/NHLBI) [E]; Glen J Nowak; Terry Savage
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

Happy Tuesday All!

Revisiting the theme discussion and announcing \$B!H (Blast call \$B!! (B for suggestions. Just to recap \$B!D(B.we started with 2 and now have 4. Are there any other suggestions?

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact
- 3) Turning Insights into Impact
- 4) Insights into Impact

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Tony Folen <TFoleno@AdCouncil.org>
Sent: Tuesday, May 29, 2018 8:27 PM
To: Parvanta, Claudia <cparvanta@health.usf.edu>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well said Claudia.

\$B!H (BTurning Insights Into Impact \$B!! (B sounds good to me, or even shortening to \$B!H (BInsights Into Impact \$B!! (B. Even though it was I who originally suggested \$B!H (BAiming for Impact \$B!!!D (Bno hard feelings *

Thanks Dawn for soliciting input.

Tony Foleno
SVP, Strategy & Evaluation
The Ad Council
815 Second Avenue, 9th floor | New York, NY 10017
P: (212) 984-1904
E: tfoleno@adcouncil.org | www.adcouncil.org
Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

From: Parvanta, Claudia [<mailto:cparvanta@health.usf.edu>]
Sent: Tuesday, May 29, 2018 6:30 PM
To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C .

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>
Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen \$BIG (Bs **suggested reframing of \$B!H (BTurning Insights into Impact \$B!! (B** as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin,Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI)[E]" <johnslen@mail.nih.gov>, "Liburd,Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: R E :Feedback Needed: 2018 Conference Theme

Well, Gary \$BIG (Bs distaste for impact and mine for aiming how about just \$B!H (BInsights to Impact \$B!! (B which could be graphically represented to suggest the vector. C.

From: Glen JNowak [<mailto:gnowak@uga.edu>]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary \$BIG (Bs point, I think that the word influence may inadvertently convey the message that what we do isn \$BIG (Bt evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@ustin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B!G (B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 5) Aiming for Impact
- 6) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:52:16 +0000
From: Terry Savage <TerrySavage@westat.com>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

I prefer #1. Although I see Gary \$B!G (Bs point, I think that the word influence may inadvertently convey the message that what we do isn't \$B!G (Bt evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It **always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence**

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, May 29, 2018 3:04 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com;

Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B !G (B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 20:18:26 +0000
From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
To: Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

Well, Gary \$B!G (Bs distaste for impact and mine for aiming how about just \$B!H (BInsights to Impact \$B!! (B which could be graphically represented to suggest the vector. C.

From: Glen JNowak [mailto:gnowak@uga.edu]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary \$B!G (Bs point, I think that the word influence may inadvertently convey the message that what we do isn't \$B!G (Bt evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It **always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence**

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993- 1094 (office)
703 993- 1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, May 29, 2018 3:04 PM

To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year \$B!G(B s conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding \$B"* (BAction \$B"* (BImpact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: RE: Feedback Needed: 2018 Conference Theme
Date: Wed, 30 May 2018 00:27:13 +0000
From: Tony Foleno <TFoleno@AdCouncil.org>
To: "Parvanta, Claudia" <cparvanta@health.usf.edu>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, Glen J Nowak <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>, "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

Well said Claudia.

"Turning Insights Into Impact" sounds good to me, or even shortening to "Insights Into Impact". Even though it was I who originally suggested "Aiming for Impact" ... nchard feelings
Thanks Dawn for soliciting input.

Tony Foleno
SVP, Strategy & Evaluation
The Ad Council
815 Second Avenue, 9th floor | New York, NY 10017
P: (212) 984-1904
E: tfoleno@adcouncil.org | www.adcouncil.org
Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

From: Parvanta, Claudia [mailto:cparvanta@health.usf.edu]
Sent: Tuesday, May 29, 2018 6:30 PM
To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C .

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>
Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen's suggested **reframing of "Turning Insights into Impact"** as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <dfqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <de7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C.

From: Glen JNowak [<mailto:gnowak@uga.edu>]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage
Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications
[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Tuesday, May 29, 2018 3:33 PM
To: Griffin, Dawn (CDC/OD/OADC) <dfqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark

(HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It **always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence**

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, May 29, 2018 3:04 PM

To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding ?Action?Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

[Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES](mailto:Dawn.Griffin@cdc.hhs.gov)
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 19:21:55 +0000
From: Tony Foleno <TFoleno@AdCouncil.org>
To: "Carver-Kimm, Polly" <polly.carver-kimm@idph.iowa.gov>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "michael.greenwell@icf.com" <michael.greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <mark.weber@hhs.gov>, "terrrysavage@westat.com" <terrrysavage@westat.com>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

I agree with Polly and the reasons she provides.

Thanks.

Tony

From: Carver-Kimm, Polly <polly.carver-kimm@idph.iowa.gov>
Sent: Tuesday, May 29, 2018 3:07:36 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial reaction is that I like #1 the best because it's short and understandable and could be made into a great graphic.

Polly Carver-Kimm

Communications Director | Iowa Department of Public Health | 321 E. 12th St | Des Moines, IA 50319 | 515-281-6693 (24/7) | Polly.Carver-Kimm@idph.iowa.gov

Protecting and Improving the Health of Iowans

On Tue, May 29, 2018 at 2:04 PM, Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov> wrote:

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's BIG (Big) conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding Big (Big) Action Big (Big) Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

This email message and its attachments may contain confidential information that is exempt from disclosure under Iowa Code chapters 22, 139A, and other applicable law. Confidential information is for the sole use of the intended recipient. If you believe that you have received this transmission in error, please reply to the sender, and then delete all copies of this message and any attachments. If you are not the intended recipient, you are hereby notified that any review, use, retention, dissemination, distribution, or copying of this message is strictly prohibited by law.

Subject: Re: Feedback Needed: 2018 Conference Theme
Date: Tue, 29 May 2018 14:07:36 -0500
From: "Carver-Kimm, Polly" <polly.carver-kimm@idph.iowa.gov>
To: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Cc: "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "lespino@nphic.org" <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@adcouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@cdc.gov>, "gnowak@uga.edu" <gnowak@uga.edu>, "cparvanta@health.usf.edu" <cparvanta@health.usf.edu>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, "Weber, Mark (HHS/ASPA)" <Mark.Weber@hhs.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>

My initial reaction is that I like #1 the best because it's short and understandable and could be made into a great graphic.

Polly Carver-Kimm

Communications Director | Iowa Department of Public Health | 321 E. 12th St | Des Moines, IA 50319 | 515-281-6693 (24/7) | Polly.Carver-Kimm@idph.iowa.gov

Protecting and Improving the Health of Iowans

On Tue, May 29, 2018 at 2:04 PM, Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov> wrote:

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

- 1) Aiming for Impact
- 2) Understanding → Action → Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., MS.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov